



**KNXV-TV
PHOENIX**

ORDER

Print Date 07/31/12 Page 1 of 4

Flight Dates 07/30/12-08/05/12

Product

Flake for Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 730805

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Contract / Revision 303349 /

Original Date / Revision
07/31/12 07/31/12

Advertiser Flake / Republican / US Sena

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	43	\$16,936.25	\$19,925.00	0.00
Totals	43	\$16,936.25	\$19,925.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/05/12	43	\$16,936.25	\$19,925.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/30/12	08/03/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	11111--		5		\$225.00		0.00					
2	KNXV	08/05/12	08/05/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S		1		\$100.00		0.00					
3	KNXV	07/31/12	08/02/12		CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00



Hiatus Dates	
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	
31	
32	
33	
34	
35	
36	
37	
38	
39	
40	
41	
42	
43	
44	
45	
46	
47	
48	
49	
50	
51	
52	
53	
54	
55	
56	
57	
58	
59	
60	
61	
62	
63	
64	
65	
66	
67	
68	
69	
70	
71	
72	
73	
74	
75	
76	
77	
78	
79	
80	
81	
82	
83	
84	
85	
86	
87	
88	
89	
90	
91	
92	
93	
94	
95	
96	
97	
98	
99	
100	

Order Sep 00:05:00

Estimate # 730805

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-1-1---			2		\$450.00	0.00					
4	KNXV	07/30/12	08/01/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	1-1----			2		\$450.00	0.00					
5	KNXV	07/30/12	08/03/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	11111--			5		\$600.00	0.00					
E 6	KNXV	08/04/12	08/04/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S-			2		\$250.00	0.00					
7	KNXV	08/05/12	08/05/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S			1		\$600.00	0.00					
E 8	KNXV	07/30/12	08/03/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	0	\$0.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	11111--			5		\$500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	07/30/12-08/05/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															
2	KNXV	07/30/12-08/05/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															
3	KNXV	07/30/12-08/05/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															
4	KNXV	07/30/12-08/05/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															
5	KNXV	07/30/12-08/05/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															
9	KNXV	08/04/12	08/04/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
				SA 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-----S-			1		\$250.00	0.00					
E 10	KNXV	07/30/12	07/30/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	M-----			1		\$1,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	07/30/12-08/05/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)	0.00	NM			
Credited															
[Credit. Will be MG.]															



Contract / Revision 303349 Flight Dates 07/30/12-08/05/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 730805

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	KNXV	08/01/12	08/01/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--W----			1		\$1,000.00		0.00			
12	KNXV	08/02/12	08/02/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1		\$2,000.00		0.00			
13	KNXV	08/03/12	08/03/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	----F--			1		\$1,500.00		0.00			
14	KNXV	08/05/12	08/05/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S			1		\$1,500.00		0.00			
15	KNXV	08/04/12	08/04/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-			1		\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/30/12-08/05/12		Sa 5pm News		5p-530pm	-----Sa--	:30		(\$100.00)	0.00	NM		
See MG 15.2														
[NA. There is no 5PM News on Saturdays.]taylor 6/28/12]														
2	KNXV	08/04/12-08/04/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00	0.00	NM		
Ⓜ MG for 15.1 08/04														
16	KNXV	07/30/12	08/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00 NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	22222--			10		\$150.00		0.00			
17	KNXV	07/30/12	08/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-1-1--			3		\$450.00		0.00			
18	KNXV	07/30/12	08/03/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	1-1-1--			3		\$450.00		0.00			
E 19	KNXV	08/02/12	08/02/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---			1		\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/30/12-08/05/12		Thursday Prime B		8pm-9pm	---Th-----	:30		(\$1,500.00)	0.00	NM		
Credited														
[Credit. Will be MG.]														
20	KNXV	07/30/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	2	\$750.00	P-3	0.00 NM	2	\$1,500.00
STP MG from order # 303333 - Rate revised to P3 Level														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	M-----			2		\$750.00		0.00			



KNXV

Print Date: 07/31/12

Page 4 of 4

**KNXV-TV
PHOENIX**Contract / Revision **303349** Flight Dates **07/30/12-08/05/12**Hiatus DatesOriginal Date / Revision 07/31/12/ 07/31/12Order Sep 00:05:00Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **730805**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
21	KNXV	07/31/12	07/31/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
STP MG from order # 303333 - Rate revised to P3 Level															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		07/30/12	08/05/12	-T-----			1			\$750.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 43 \$19,925.00